

said sidewall member having a leading portion, a trailing portion and left and right hand side portions;

said leading, trailing and left and right hand side portions extending between said top and bottom portions;

said portions of said soft shell wall structure co-operating to define therewithin an insulated compartment;

said top portion including a lid, said lid being moveable to an open position to give access to said insulated compartment;

said sidewall member having a height and a breadth, said height being greater than said breadth, and said trailing portion being arcuate such that, when viewed from above, said sidewall member has a D-shaped cross-section;

a liner mounted within said compartment to receive objects introduced when said lid is in said open position, said liner being moveable to an inverted position to facilitate washing thereof;

a lifting member attached to said sidewall member; and

a secondary wall structure mounted to said trailing portion of said sidewall member, said secondary wall structure standing outwardly of said trailing portion of said sidewall member and defining an auxiliary compartment therewithin; said secondary wall structure having an auxiliary compartment closure member operable to give access to said auxiliary compartment.

50. (Amended) The cooler according to claim 36, wherein said top has a handle mounted thereon and is moveable to a closed position relative to said insulated compartment; and when said top is in said closed position, said cooler can be carried by said handle.

51. (Amended) The cooler according to claim 36, wherein:

said sidewall has a constant cross-section;

said first portion of said sidewall is a leading portion of said sidewall;

said second portion of said sidewall includes a trailing portion, a right hand side portion and a left hand side portion of said sidewall; and

said sidewall has at least one lifting member attached thereto.

52. (Amended) The cooler according to claim 51, wherein said sidewall has a lifting member attached to said leading portion of said sidewall.

54. (Amended) The cooler according to claim 52, wherein said sidewall has a fastener member mounted to said leading portion of said sidewall; said fastener member being operable to inhibit swaying of said cooler relative to said quick release fitting when suspended thereby.

55. (Amended) The cooler according to claim 51, wherein said sidewall has left hand side and right hand side lifting members attached, respectively, to said left hand side portion and right hand side portion of said sidewall.

65. (Amended) The cooler according to claim 56, wherein said sidewall has a first, leading portion and a second, trailing portion, said trailing portion being arcuate when viewed from above, and a lifting member is carried on said leading portion.

66. (Amended) The cooler according to claim 65, wherein a second lifting member is also carried on said leading portion of said sidewall.

67. (Amended) The cooler according to claim 66, wherein said first lifting member is carried higher on said leading portion of said sidewall than said second lifting member.

68. (Amended) The cooler according to claim 67, wherein said first lifting member is a quick release hook, and said second lifting member is a cinch strap.

70. (Amended) The cooler according to claim 69, wherein said pocket has a slanted opening.

71. (Amended) The cooler according to claim 69, wherein said pocket has a see through mesh web member.

73. (Amended) The cooler according to claim 72, wherein:

said secondary wall structure has first and second side portions extending vertically along, and standing outwardly of, said arcuate portion of said cylindrical wall;

said secondary wall structure has an intermediate wall extending between said first and second side portions of said secondary wall structure; and

said intermediate wall has a lower portion and an upper portion; said upper portion has a flap, said flap being releasable along a margin thereof to give access to said auxiliary compartment.

74. (Amended) The cooler according to claim 73, wherein a pocket is mounted to said lower portion of said intermediate wall of said secondary wall structure.

75. (Amended) The cooler according to claim 73, wherein said pocket has a horizontal uppermost edge.

76. (Amended) The cooler according to claim 73, wherein said pocket has a zipper mounted along said uppermost edge.

77. (Amended) The cooler according to claim 73, wherein said pocket includes a see-through mesh web.